

Asking *The Ultimate Question*

What is the Net Promoter Score (NPS)?

In *The Ultimate Question*, Fred Reichheld urges firms to simplify customer loyalty measurements by asking one question:

Would you recommend us to a friend or colleague?

Using a ten-point scale, customers rate the likelihood that they would recommend a company's product or service to a friend or colleague. Based on the rating, respondents are placed into one of three customer categories: Promoters (rating 9 or 10), Passives (8 or 7), and Detractors (0 through 6).

The final calculation is simple:

NPS=Promoters-Detractors

A high NPS drives positive word of mouth, leading to growth in new and existing business.

The average U.S. company has an NPS of less than 10%, and many have a negative NPS.

NPS All-Stars include:

- USAA 82%
- Costco 79%
- Amazon.com 73%
- Apple 66%
- Southwest 51%
- American Express 50%

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COMMUNICATIONS

Decker Communications surveys all participants of its signature two-day communications training program, *Communicate To Influence*, and asked them the ultimate question:

“Would you recommend this program to a friend or colleague?”

Their response? . . .

90.8%

...far outpacing customer-centric companies like USAA, Costco, Amazon.com, and American Express.

The outstanding scores reflect the participant experience—here's what they say:

- *Inspiring...transforming...fun!*
- *Far surpasses any communications course I have taken in my 18 years as a professional.*
- *A must for any leader who is intentional about improving their ability to influence others.*
- *Valuable and actionable learning in a dynamic and energetic setting.*
- *Enormous increase in confidence as a result of the course.*
- *Even refined speakers learn new skills that can make them more effective as a leader.*
- *It left me with a sense of empowerment and self-confidence.*

Visit www.DeckerCommunications.com to learn how to transform your business communications:

- *Communicate To Influence Private and Public Programs*
- *Platinum Executive Coaching*
- *And more...*